the syllabus (because knowledge is power.)

COURSE DESCRIPTION

Foundations for Communication Design. Computer hardware and software and their application in communication design. Prerequisite(s): ART 1600 and ART 1700. All students are required to have their own laptop with the specified software for this course.

MATERIALS: REQUIRED

Adobe Creative Cloud with Adobe Illustrator, Photoshop, InDesign and Acrobat installed
- Subscription Price: $53, info at https://news.cvad.unt.edu/adobe-news

Laptop
- Macbook Pro is recommended but not required

Zoom (for emergencies and virtual office hours)
LinkedIn Learning
- Free though UNT. Sign up instructions: https://aits.unt.edu/support/linkedinlearning

Additional art supplies relevant to the assignments as described in Canvas

COURSE OBJECTIVES

a. Develop and demonstrate proficiency in Adobe Illustrator, Photoshop, and InDesign.
b. Introduce the fundamentals of the design process: discussion, critique, concept, thumbnails, pencil roughs or sketches, tight pencil comprehensives (comps), and computer generated comprehensives.
c. Introduce students to the basic image-making principles necessary to create screen- and print-based visual communication design work.
d. Help students develop beneficial work habits and professionalism.

COURSE STRUCTURE

Students and instructor will divide their time between presentations, in-class work time and critiques. Students will be required to complete work outside of class for the duration of the semester. Students should plan to spend 2 to 3 hours working outside of class for every hour spent working in class.

This class is broken into three (3) topics and proficiency of each will be determined through exercises, quizzes and projects. The topics are Adobe Illustrator, Adobe Photoshop and Adobe InDesign.

SECTION INFORMATION

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<tr>
<th>Course Code</th>
<th>Days</th>
<th>Time</th>
<th>Location</th>
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<tr>
<td>ADES 1540-501 (8992)</td>
<td>MoWe</td>
<td>8:00AM - 10:50AM</td>
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<td>ADES 1540-502 (9679)</td>
<td>MoWe</td>
<td>11:00AM - 1:50PM</td>
<td>ART 368</td>
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<tr>
<td>ADES 1540-503 (9711)</td>
<td>TuTh</td>
<td>8:00AM - 10:50AM</td>
<td>ART 365</td>
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GRADING & EVALUATION

Exercises will be structured tutorials wherein specific tools or methods are being taught and learned. Quizzes will test the knowledge of vocabulary, facts, key commands, and more. Projects will be involved assignments where students will utilize the software while tackling and solving for real world design jobs. An independent workbook will be assigned to students and must be completed by the end of the semester to participate in the Entry Review. Classwork will be weighted as follows:

Exercises & Quizzes = 100pts | Projects (3) = 300pts | Workbook = No Grade, Required
GRADING & EVALUATION

Your final grade is the cumulation of four project scores accumulated throughout the semester. Final grades are rounded to the nearest 10th of a point. Rubrics and specifications are provided for each assignment, but assessment is primarily based on:

PARTICIPATION  Respect classmates by listening and participating, especially in critiques. Your opinion is valuable! Points are docked for sleeping, disrespectful comments, or other disruptive behavior in class. Inappropriate behavior in the classroom may result, minimally, in a request to leave class.

PROFESSIONALISM  Meet all specifications, including size, format, etc. as outlined for each assignment. Closely follow instructions! Keep files organized and clearly labeled. Avoid grammatical and spelling errors at all costs!

PROCESS  Apply research and push yourself to a unique, concept-driven approach. Refine work throughout the project. Use demos/feedback to revise projects as needed. Include thorough process documentation as requested. Work iteratively and keep everything!

DESIGN  Balance concept with equally compelling visuals. Visual decisions should address the problem posed in the assignment prompt. Strong designs are original, avoiding tropes or cliché. For full marks, designs need to push boundaries of modern design and make even your professor jealous.

A 90%+ EXCELLENT WORK!  Surpasses goals of the assignment/course.

B 80%–89.9% GREAT WORK.  Few opportunities for improvement.

C 70%–79% GOOD WORK.  Clear effort, achieved all outlined goals.

D 60%–69% BELOW AVERAGE WORK.  Undeveloped ideas and/or execution.

F 0%–59.9% UNACCEPTABLE WORK.  I know you can do better!

ATTENDANCE POLICY

Good attendance and punctuality are expected for this class and will strongly affect your grades. Roll will be taken at the beginning of every class. You’ll be considered late if you arrive after roll has been taken. If you are late, it is your responsibility during that class period to make sure the instructor knows that you are present by leaving a note with your name, date and time of arrival with the instructor. If not received, you will be marked as absent. If you are more than thirty minutes late, it will be counted as an unexcused absence. Incomplete daily work may result in additional unexcused absences at the discretion of the professor. Only three unexcused absences will be accepted. The fourth unexcused absence will lower your final semester grade by one letter grade. The fifth unexcused absence will lower your grade by two letter grades. The professor has a right to fail the student who accrues a total of six absences, excused or unexcused. Every four tardies will equal one unexcused absence. There are no excused absences for anything but a verifiable death in the immediate family or with a doctor’s note on his/her stationary with a telephone number. The doctor’s note must be presented at the next class. A receipt is unacceptable. If you are absent, you are responsible for contacting a class member in order to get any information or assignments that were given in class. The instructor will not use any class time to repeat missed lectures or assignments. Do not call the main office to leave the instructor a note that you are missing class for any reason. Under no circumstances should you leave a project with anyone in the main or design office. The office will not accept any projects.

The real issue is not talent as an independent element, but talent in relationship to will, desire, and persistence. Talent without these things vanishes and even modest talent with those characteristics grows.

MILTON GLASER
"NO MIRACLES" POLICY

Separate from the attendance policy, final projects will not be accepted from students who frequently fail to meet regular milestones, miss critique, or submit insufficient progress during critique. Respect for the process and contributing to the classroom culture is paramount.

GRADING POLICY

All projects are due on the day and time given at the beginning of class. No late projects will be accepted for grading. You are responsible for turning in work on time regardless of attendance.

RISK FACTOR

Risk Factor: 2. In level 2 courses, students are exposed to some significant hazards but are not likely to suffer serious bodily injury. In this class those risks are related to x-acto knife usage, adhesives, fumes and repetitive stress injuries related to extended computer use. Students will be informed of any potential health hazards or potential bodily injury connected with the use of any materials and/or processes and will be instructed how to proceed without danger to themselves or others.

DISABILITY ACCOMMODATION

The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter. You can now request your Letters of Accommodation ONLINE and ODA will mail your Letters of Accommodation to your instructors. You may wish to begin a private discussion with your professors regarding your specific needs in a course. Note that students must obtain a new letter of accommodation for every semester. For additional information see the Office of Disability Access. disability.unt.edu. (Phone: (940) 565-4323)

HEALTH AND SAFETY INFORMATION

Students can access information about health and safety at: https://music.unt.edu/student-health-and-wellness

REGISTRATION INFORMATION FOR STUDENTS

Registration Information can be found at https://registrar.unt.edu/students

EMAIL

You must use your UNT email address to communicate with professors. You may forward your UNT email to a private email address via your My UNT settings.

EMERGENCIES

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials. Some helpful emergency
preparedness actions include: 1) know the evacuation routes and severe weather shelter areas in the buildings where your classes are held, 2) determine how you will contact family and friends if phones are temporarily unavailable, and 3) identify where you will go if you need to evacuate the Denton area suddenly. If the university is closed for more than one day, you should check the UNT website at www.unt.edu, the UNT Facebook page and @untEagleAlert for the latest information.

FINANCIAL AID

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total hours registered. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose their financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so may have the potential to affect your current and future financial aid eligibility. It is recommended that you to schedule a meeting with an academic advisor in your college or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

RETENTION OF STUDENT RECORDS

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. You have a right to view your individual record; however, information about your records will not be divulged to other individuals without the proper written consent. You are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the university’s policy in accordance with those mandates.

COUNSELING AND TESTING

UNT’s Center for Counseling and Testing has an available counselor whose position includes 16 hours per week of dedicated service to students in the College of Music and the College of Visual Arts and Design. Please visit the Center’s website for further information: http://studentaffairs.unt.edu/counseling-and-testing-services

ADD/DROP POLICY

Please be reminded that dropping classes or failing to complete and pass registered hours may make you ineligible for financial aid. In addition, if you drop below half-time enrollment you may be required to begin paying back your student loans. After the 12th class day, students must first submit a completed “Request to Drop” form to the Registrar’s Office.

STUDENT RESOURCES

The University of North Texas has many resources available to students. For a complete list, go to: https://success.unt.edu/aa-sa-resources
CARE TEAM

The Care Team is a collaborative interdisciplinary committee of university officials that meets regularly to provide a response to student, staff, and faculty whose behavior could be harmful to themselves or others. https://studentaffairs.unt.edu/care-team

ACADEMIC INTEGRITY

Students caught cheating or plagiarizing will receive a "0" for that particular assignment or exam [or specify alternative sanction, such as course failure]. Additionally, the incident will be reported to the Dean of Students (Office of Academic Integrity), who may impose further penalty. According to the UNT catalog, the term “cheating” includes, but is not limited to: a. use of any unauthorized assistance in taking quizzes, tests, or examinations; b. dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; c. the acquisition, without permission, of tests or other academic material belonging to a faculty or staff member of the university; d. dual submission of a paper or project, or resubmission of a paper or project to a different class without express permission from the instructor(s); or e. any other act designed to give a student an unfair advantage. The term “plagiarism” includes, but is not limited to: a. the knowing or negligent use by paraphrase or direct quotation of the published or unpublished work of another person without full and clear acknowledgment; and b. the knowing or negligent unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. LINK: https://policy.unt.edu/policy/06-003

SEXUAL HARASSMENT

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct. Federal laws and UNT policies prohibit discrimination on the basis of sex as well as sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking and/or sexual assault, there are campus resources available to provide support and assistance. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565-2648.

STUDENT BEHAVIOR

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student’s conduct violated the Code of Student Conduct. The university’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. https://deanofstudents.unt.edu/conduct
ACCESS TO INFORMATION – EAGLE CONNECT

Your access point for business and academic services at UNT occurs at my.unt.edu. All official communication from the university will be delivered to your Eagle Connect account. For more information, please visit the website that explains Eagle Connect. (https://it.unt.edu/eagleconnect).

STUDENT FEEDBACK

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from “UNT SPOT Course Evaluations via IASystem Notification” (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at spot.unt.edu or email spot@unt.edu.

SUCCEED AT UNT

UNT endeavors to offer you a high-quality education and to provide a supportive environment to help you learn and grown. And, as a faculty member, I am committed to helping you be successful as a student. Here’s how to succeed at UNT: Show up. Find Support. Get advised. Be prepared. Get involved. Stay focused. To learn more about campus resources and information on how you can achieve success, go to success.unt.edu.

UPDATES & CHANGES

Instructor reserves the right to make adjustments/changes/updates to the course syllabus with or without notice.
### the schedule
(detailed schedules to be posted with each assignment on Canvas.)

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<th>WK 1</th>
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**NOTICE**

ADES 1540-503 (9711) TuTh 8:00AM - 10:50AM

This section will not meet in-person Tuesday, January 16th to ensure all sections are on the same weekly schedule.

**IMPORTANT DATES**

Spring Break: March 11–17  
Midterms: March 8  
Entry Review: May 3
model release (a star is born!)

WAIVER OF LIABILITY AND HOLD HARMLESS AGREEMENT
In consideration for the expectation of publicity and acknowledgment for creative work, property, and any valuable consideration, I hereby release, waive, discharge and covenant not to sue the University of North Texas, the Board of Regents of the State of Texas, their officers, servants, agents, or employees of UNT from any and all liability, claims, demands, actions, and causes of action whatsoever arising out of or related to any loss damage, injury including death that may be sustained by me, or to any property belonging to me, whether caused by the negligence of UNT, or otherwise for the use of images of property which I own and or have full authority to license for such uses, regardless of whether said use is made in conjunction with my own name, company name, or with a fictitious name, or whether said use is made in color, black and white, video, or otherwise, or other derivative works made thought any medium. I waive any right that I may have to inspect or approve the photos or finished versions incorporating the photos, including written copy that may be used in connection therewith.

VOLUNTARY ASSUMPTION OF RISK OF LOSS
To the best of my knowledge, I can fully participate in any publicity. I am fully aware of the risks and hazards connected with the activity including, but not limited to, the risks as noted herein, and I hereby elect to voluntarily participate in publicity and to engage in publicity may be hazardous to me and property. I voluntarily assume full responsibility for any risks of loss, property damage, illness or personal injury, including death, that may be sustained by me, or any loss or damage to my property, as a result of being engaged in publicity.

I agree to indemnify and hold harmless UNT from any loss, liability, damage, or costs, including court costs, and attorney’s fees that may be incurred due to my participation in publicity.

I understand that UNT will not be responsible for any medical costs associated with any injury that I may sustain while participating in publicity.

I understand that I should and am urged by UNT to obtain adequate health and accident insurance to cover any personal injury or property loss to myself or property that may be sustained during publicity.

It is my express intent that this agreement shall bind the members of my family and spouse, if I am alive, and my heirs, assigns, and personal representative, if I am not alive, shall be deemed as a release, waiver, discharge, and covenant not to sue UNT and that this agreement shall be construed in accordance with the laws of the State of Texas.

In signing this release as a participant in publicity, I certify that I have read the foregoing waiver of liability and hold harmless agreement, I understand it, and I sign it voluntarily as my own free act and deed; no oral representations, statements, or inducements, apart from the foregoing written agreement, have been made.

I am at least 18 years of age, and fully competent; or if under 18 years of age, my parent or legal guardian’s approval and signature has been obtained; and I execute this release for full, adequate, and complete consideration fully intending to be bound by the same.

IN WITNESS WHEREOF, I have hereunto set my hand on this ________________ day of ________________, 20 ____________

Participant’s signature (required)

__________________________
SIGNATURE

__________________________
WITNESS
student work (permission to brag about you)

PERMISSION TO USE STUDENT WORK

1. **Grant of Permission.** I, the undersigned, am a student at the University of North Texas (UNT) and I am enrolled in ___________________________ (name of course). By my signature below I hereby grant permission to UNT to use, copy, reproduce, publish, distribute or display any and all works created to comply with the requirements of this course in accordance with the terms set forth below. Additionally I consent to the disclosure of the work created in this class as may be accompanied by my name and other personally identifiable information for purposes as set forth below.

2. **Scope of Permission.** This permission extends to the use of the described work and images of such work: (1) for academic purposes in order to demonstrate examples of student work to current and future UNT students; (2) for public display in the galleries or on the campus of the UNT or on the UNT website; (3) for promotional materials created by UNT in all forms of media now known or later developed, including but not limited to exhibition catalogues, direct mail, websites, advertising and classroom presentations. My permission is on-going and will continue until such time as I revoke it by giving UNT three months written notice of revocation to the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.

3. **Certificate of Ownership.** I am the owner of all work submitted in accordance with the requirements of the named course and the work is not subject to any grant or restriction that would prevent its use consistent with this permission. All aspects of the work are original to me and have not been copied. I understand that as owner of the work I have the right to control all reproduction, copying and use of the work in accordance with U.S. copyright laws.

4. **Privacy Release.** I hereby authorize and consent to the release, maintenance and display of my name if necessary and any other personally identifiable information that I have provided in connection with the work and its use in accordance with the terms of this Agreement.

5. **Professional Competitions.** I hereby agree to participate in professional competitions to elevate visibility within the industry. DESIGN-DEADLINES.MYPORTFOLIO.COM

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**SIGNATURE**
**DATE**

By signing the contract for this course I hereby grant the permissions indicated above. I understand that this grant of permission relates only to the use of the described work. This is not an exclusive right and I may sell, give or otherwise transfer the rights to such work to others on a non-exclusive or exclusive basis. However, in the event that I do sell, give or otherwise transfer ownership or the exclusive right to use my work to another party, I will notify UNT immediately in writing through the professor of record for this course. UNT will have three months from the date of my notice to stop all use in accordance with this permission.
The Contract *(we need your autograph, please.)*

I acknowledge that I have read the course syllabus. I understand the course structure, grading, attendance policies, as well as the risk factor rating. I hereby agree to the syllabus and its provisions. Additionally “I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

```
NAME (PRINT) SIGNATURE DATE
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“I agree to the terms and conditions outlined in the Permission to Use Student Work contract.”

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NAME (PRINT) SIGNATURE DATE
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And:

“I agree to the terms and conditions outlined in the UNT Legal Model Release Form contract.”

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PRINT NAME SIGNATURE DATE
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